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**Statement by Jennifer Gitlitz, Research Director, Container Recycling Institute,  
in support of updating New York's deposit law to include non-carbonated beverages**

Albany, NY, February 27, 2007

CRI is a non-profit organization based in Washington, DC. We are the leading clearinghouse in studying beverage container sales and wasting trends. CRI has been a long-time supporter of bottle bills because we have seen how effective they are: recovering bottles and cans at 2-3 times the rates in non-deposit states.

CRI is releasing a report<sup>1</sup> today showing that while soda and beer sales have remained flat for the last few years, the growth of non-carbonated beverages—of sports and energy drinks, iced tea, fruit drinks, and especially bottled water—has skyrocketed. The national market share for non-alcoholic, non-carbonated beverages has doubled in the last 8 years: from **14% to 27% of total beverage sales**.

A recent market data analysis that we conducted shows that in 2005, there were already **more plastic water bottles** (2.4 billion) than plastic soda bottles (1.5 billion) being sold in New York State.<sup>2</sup> We estimate that by 2010, the sale of non-carbonated, non-alcoholic beverages will surpass soft drink sales in *all packaging categories*. This trend makes it clearer than ever that we need to put deposits on these beverage containers.

Getting back to the national picture: our data indicates that in 2005, **134 billion bottles and cans were wasted in the United States**—landfilled, incinerated, or littered. Had these containers been recycled instead, an estimated 53 million barrels of crude oil equivalent could have been saved, and about 5 million tons of greenhouse gas emissions could have been avoided. *Recycling rates are dismal at the national level*: 50% for aluminum cans, 25-30% for glass bottles, and only 23% for plastic bottles: that's less than 1 bottle recycled for every 4 sold. But here in New York—because of the bottle bill—recovery rates are more than twice as high.

Now we need to **update** New York's deposit system to include the non-carbonated, single-serve containers that weren't around 25 years ago. Three years ago when CRI did our first market data analysis, we were telling the New York groups that that there were 2.6 billion non-carbonated beverage containers that weren't covered by the deposit system. Last year, we did growth projections saying the number had grown to 3.1 billion. We are astounded by recent data that reveals that *the growth rate for non-carbonated beverages was in fact much higher than we anticipated*: there are now at least **3.8 billion bottles and cans** not covered by the deposit-return system.<sup>3</sup> These numbers will increase for the foreseeable future.

Now, more than ever, we are convinced that the time has come to update New York's bottle bill to include the billions of bottles and cans that are flooding the market and the environment.

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<sup>1</sup> "Water, Water Everywhere: The growth of non-carbonated beverages in the U.S." by Jenny Gitlitz and Pat Franklin, Container Recycling Institute, February 2007.

<sup>2</sup> 2.4 billion plastic water bottles sold; 1.5 billion plastic soda bottles sold. Source: CRI's 2007 Beverage Container Market Data Analysis, using data from the Beverage Marketing Corporation, Beverage World magazine, the Beer Institute, the American Chemistry Institute, the National Association of PET Container Resources, and other industry and government sources.

<sup>3</sup> Of the 3.8 billion non-carbonated containers sold in NY State in 2005, CRI estimates that 3.2 billion are plastic bottles; cans and glass bottles were approximately 290 million units each.